



Montana Department of Commerce
Anthony J. Preite, Director
406-841-2700

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CONTACT: Donnie Sexton
Department of Commerce
Promotion Division
(406) 841-2897

MONTANA'S RANCHING LIFESTYLE FEATURED IN FRENCH TELEVISION DOCUMENTARY

Helena, MT - June 28, 2006— Three White Sulphur Springs ranches have been selected to be part of a France 2 Television documentary, scheduled to start filming July 11th for ten days. *The Chameleon* is a reality series which involves six French contestants (three men and three women, ages 20 to 50 years old), who will travel the world for over two months and immerse themselves in six different communities and cultures, a week at a time.

One of the segments will be dedicated to the life found on Montana's ranches, where the participants will live and work hand in hand with ranchers Brian Bodell, Thad and Nancy Hereim and Becky and Keith Leger. "We are pleased to be able to showcase Montana's rich western character on this French primetime series and even more delighted that the community of White Sulphur Springs was selected because of its strong ranching heritage" states Gov. Brian Schweitzer.

While there is no monetary prize at the end of the series, each participant will be evaluated on how well they adapt to the customs, routines and habits of each of the six cultures they will be exposed to. One of the six will eventually earn the title "Citizen of the World", for having shown the best aptitude overall during this ten week adventure.

During the week, the contestants will have the opportunity to learn to ride horses, rope, participate in a cattle drive, build fences, clean corrals, flood irrigate a hay field, stack hay and be taught how to shoot a revolver and rifle.

The Chameleon will air during primetime in the Fall 2006 on France 2 Public Television, with an estimated 7 million viewers. Montana will receive a 90 minute segment, commercial free, dedicated to the experiences the six participants have in and around the community of White Sulphur Springs.

Productions such as this French documentary help bring new dollars into Montana's economy. In 2005, Montana's film and television industry generated \$5.2 million in film and television production spending within the state. Film and television production also created 91 full-time equivalent jobs in the film and television industry and 43 full-time equivalent jobs in the general economy. During 2005, the film and television industry contributed \$416,000 of tax revenue to the state.

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